**FOR IMMEDIATE RELEASE**

**CXP Awarded Prestigious ISPO Product Innovation Award for REACT XP Advanced Sports Underwear**

CXP, a leading innovator in performance sportswear, is proud to announce that their REACT XP Advanced Sports underwear has been awarded the prestigious ISPO Product Innovation Award. This accolade recognises the groundbreaking design and performance of the product, underscoring CXP's commitment to innovation and excellence in athletic apparel.

The ISPO Product Innovation Award, a benchmark of excellence in the sports industry, celebrates products that set new standards in functionality, design, and sustainability. CXP's REACT XP underwear stood out among numerous entries, impressing the judges with its innovative features that enhance both performance and comfort.

**Innovative Technology**

REACT XP features cutting-edge technology designed to revolutionise the comfort and performance of activewear. The patented technology provides targeted support exactly where it’s needed, without compromising on breathability or flexibility. This results in superior fit, increased durability, and enhanced comfort, making it ideal for high-performance sportswear.

**Key Benefits of REACT XP Technology**

* **Targeted Support:** The advanced polymer application delivers precise support to key muscle groups, enhancing athletic performance and reducing fatigue.
* **Enhanced Comfort:** The lightweight, breathable fabric ensures maximum comfort, making it perfect for intense workout sessions and everyday wear.
* **Unmatched Durability:** The technology improves the longevity of the garment, maintaining its shape and performance over time.

**CXP**’**s Commitment to Innovation**

CXP is dedicated to pushing the boundaries of athletic wear through continuous innovation and a focus on quality. REACT XP is a testament to this commitment, offering athletes superior performance gear that meets the highest standards of functionality and design.

"We are incredibly honoured to receive the ISPO Product Innovation Award for our REACT XP underwear," said Tom Austin, founder of CXP. "This recognition is a testament to our team's dedication to innovation and our focus on delivering products that not only meet but exceed the expectations of our customers."

**Join Us at ISPO December 2024**

CXP will be showcasing the award-winning REACT XP underwear at ISPO in December 2024. Attendees are invited to visit the CXP booth to experience firsthand the revolutionary technology behind this product and see why it has earned such high acclaim.

For more information about CXP and the REACT-XP men’s active underwear, please visit cxpsport.com or contact: tom.austin@cxpsport.com